

**Daily Newspapers Circulated in the Tampa-St. Petersburg (Sarasota), FL DMA (2002)<sup>1</sup>**

<b>Title</b>	<b>Owner</b>
* <i>The Bradenton Herald</i> Bradenton, FL	Knight Ridder
* <i>Hernando Today</i> Brooksville, FL	Media General, Inc.
<i>Sun-Herald</i> Charlotte Harbor, FL	Sun Coast Media Group, Inc.
* <i>Crystal River Citrus County Chronicle</i> Crystal River, FL	Landmark Communications, Inc.
* <i>The Ledger</i> Lakeland, FL	New York Times Co.
<i>Miami Diario</i> Miami, FL	The Americas Publishing Co.
<i>Ocala Star-Banner</i> Ocala, FL	New York Times Co.
<i>The Orlando Sentinel</i> Orlando, FL	Tribune Co.
* <i>The Sarasota Herald-Tribune</i> Sarasota, FL	New York Times Co.
* <i>Highlands Today</i> Sebring, FL	Media General, Inc.
* <i>The St. Petersburg Times</i> St. Petersburg-Clearwater, FL	The Poynter Institute
* <i>The Tampa Tribune</i> Tampa, FL	Media General, Inc.
* <i>Winter Haven News-Chief</i> Winter Haven, FL	Morris Communications Corp.

\* Indicates newspapers published within the DMA.

Sources: SRDS Circulation 2000; Editor & Publisher International Yearbook (2001).

<sup>1</sup> Circulation of five percent of households in DMA, which consists of Citrus, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota Counties, FL.

**General Interest Newspapers of Varying Frequency Published in the Tampa-St. Petersburg  
(Sarasota), FL DMA (2002)<sup>12</sup>**

<b>Title</b>	<b>Owner</b>
<i>The Brandon News</i> Brandon, FL	The Brandon News (Media General, Inc.)
<i>Clearwater Gazette &amp; Beach Views</i> Clearwater Beach, FL	Clearwater Gazette & Beach Views
<i>Pasco News</i> Dade City, FL	Pasco News (Owens Communications Group)
<i>The Herald Advocate</i> Wauchula, FL	The Herald Advocate
<i>Community Connections</i> Tampa, FL	Community Connections (La Gaceta Publishing, Inc.)
<i>Polk County Press</i> Mulberry, FL	Polk County Press (Histed Media Group)
<i>Pinellas News</i> St. Petersburg, FL	Pinellas News (Potter Media, Inc.)
<i>Suncoast News</i> New Port Richey, FL	Suncoast News (Media General, Inc.)
<i>Sarasota Weekly</i> Sarasota, FL	Sarasota Weekly (Quebecor Communs./Florida Sun Pubs.)
<i>The Weekly</i> Bradenton, FL	The Weekly (Quebecor Communs./Florida Sun Pubs.)
<i>South Tampa News</i> Tampa, FL	South Tampa News (Media General, Inc.)
<i>The Free Press</i> Tampa, FL	The Free Press
<i>Town n' Country News</i> Tampa, FL	Town n' Country News (Media General, Inc.)
<i>The Venice Gondolier</i> Venice, FL	The Venice Gondolier (Sun Coast Media)
<i>Zephyrillis News</i> Zephyrillis	Zephyrillis News (Republic Newspapers, Inc.)
<i>The News-Sun %</i> Sebring, FL	The News-Sun (The News-Sun, Inc.)

<sup>1</sup> Citrus, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk and Sarasota Counties, FL.  
"Varying Frequency" means weekly unless otherwise noted using codes below.

<sup>2</sup> Media General's comments in the 2001 *Proceeding* were based on additional research in the *Gale Directory of Publications and Broadcasting 2001*, but was mistakenly omitted as a source in the version of this chart in those comments.

Source: Editor & Publisher International Yearbook (2001); Gale Directory of Publications and Broadcasting 2002.

DCLIB02:1384298-2

%Newspaper published three times per week.

^ Newspaper published semi-weekly.

+ Newspaper published biweekly.

<i>Carrollwood News</i> Tampa, FL	Carrollwood News (Media General, Inc.)
<i>The Lutz Community News</i> Tampa, FL	The Lutz Community News
<i>Mulberry Press</i> Mulberry, FL	Mulberry Press (Polk Co. Press)
<i>West Pasco Press</i> New Port Richey, FL	West Pasco Press (Media General, Inc.)
<i>North Port Sun Herald</i> ^ North Port, FL	North Port Sun Herald (Sun Coast Media Group)
<i>The Courier</i> Plant City, FL	The Courier (Media General, Inc.)
<i>The Dunedin Times/The Palm Harbor Sounder</i> + Dunedin, FL	The Dunedin Times/The Palm Harbor Sounder (Dunedin Times Co.)
<i>The Fort Meade Leader</i> ^ Fort Meade, FL	The Fort Meade Leader (Frisbie Publishing Co.)
<i>Frostproof News</i> Frostproof, FL	Frostproof News (Independent Newspapers, Inc.)
<i>The Lake Wales News</i> Lake Wales, FL	The Lake Wales News (Frisbie Publishing Co.)
<i>Newschief</i> Winter Haven, FL	Newschief (Morris Communication Corp.)
<i>The Beach Weekly</i> Sarasota, FL	The Beach Weekly (Florida Sun Publications)
<i>Pelican Press</i> Sarasota, FL	Add, Inc. (Journal Communications)
<i>Englewood Sun Herald</i> % Venice, FL	Englewood Sun Herald
<i>The News-Sun/Avon Park</i> % Avon Park, FL	Betterbuilt Group
<i>Polk County Democrat</i> + Bartow, FL	Frisbie Publishing Co., Inc.
<i>Beverly Hills Visitor</i> + Beverly Hills, FL	Landmark Communications, Inc. (Landmark Community Newspapers)
<i>Reporter Citrus Springs/Dunnellan</i> + Beverly Hills, FL	Landmark Communications, Inc. (Landmark Community Newspapers)
<i>Seminole Beacon</i> Largo, FL	Tampa Bay Newspapers, Inc.
<i>Lake Placid Journal</i> Lake Placid, FL	Lake Placid Publishing Co.
<i>The Laker</i> Tampa, FL	Beacon Publications
<i>Polk City Press</i> Polk City, FL	Histed Media Group
<i>East Bay Breeze</i> Sun City Center, FL	Media General, Inc.

DCLIB02:1384298-2

%Newspaper published three times per week.

^ Newspaper published semi-weekly.

+ Newspaper published biweekly.

<i>The Sun</i> Sun City Center, FL	Landmark Communications, Inc. (Landmark Community Newspapers)
<i>Temple Terrace News</i> Brandon, FL	Media General, Inc.
<i>Longboat Observer</i> Longboat Key, FL	Longboat Observer, Inc.

DCLIB02:1384298-2

%Newspaper published three times per week.

^ Newspaper published semi-weekly.

+ Newspaper published biweekly.

## TAMPA-ST. PETERSBURG DMA (2002)

### Specialty Newspapers ^

1. **Name:** *Florida Sentinel-Bulletin* \*

**Frequency:** Semiweekly (Tues. and Fri.)  
**Published:** Tampa, Florida  
**Circulated:** Tampa, Florida  
**Circulation:** 23,345  
**Subscription Rate:** \$31 individuals  
**Advertising:** Color advertising not accepted  
**Description:** Black community newspaper (tabloid)

2. **Name:** *La Gaceta* \*

**Frequency:** Weekly (Fri.)  
**Published:** Tampa, Florida  
**Circulated:** Tampa, Florida  
**Circulation:** 18,079  
**Subscription Rates:** \$15 individuals  
**Advertising:** Accepts advertising  
**Description:** Community newspaper available in Spanish, English and Italian

3. **Name:** *Jewish Press of Pinellas County* \*

**Frequency:** Biweekly  
**Published:** Clearwater, Florida  
**Circulated:** Pinellas County (Palm Harbor, Dunedin, Clearwater, Largo, Pinellas Park, St. Petersburg)  
**Circulation:** Controlled 5,350  
**Subscription Rates:** \$8 individuals; \$15 out of state  
**Advertising:** Accepts advertising  
**Description:** Jewish community newspaper

4. **Name:** *The Weekly Challenger* \*

**Frequency:** Weekly  
**Published:** St. Petersburg, Florida  
**Circulated:** Statewide  
**Circulation:** 45,000  
**Subscription Rates:** \$18 annually; \$30 out of country  
**Advertising:** Accepts advertising  
**Description:** Black community newspaper

^ *Targeted to special ethnic, religious, demographic, or other groups.*

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).

5.     **Name:** *La Presna Newspaper* \*

**Frequency:** Weekly (Thurs.)  
**Published:** Winter Haven, Florida  
**Circulated:** The Hispanic community of Central and South Florida  
**Circulation:** Free – 19,828  
**Subscription Rates:** Free; \$25 by mail  
**Advertising:** Accepts advertising  
**Description:** Newspaper serving the Hispanic community of Central and South Florida

6.     **Name:** *The Bulletin* \*

**Frequency:** Weekly (Fri.)  
**Published:** Sarasota, Florida  
**Circulated:** Sarasota, Florida  
**Circulation:** Paid – 16,500  
**Subscription Rates:** \$26 individuals; \$.25 single issue  
**Advertising:** Accepts advertising  
**Description:** Black community newspaper

7.     **Name:** *Prensa Hispana (Hispanic Press)* \*

**Frequency:** Monthly  
**Published:** Avon Park, Florida  
**Circulated:** Tampa area  
**Circulation:** Free – 25,000  
**Subscription Rates:** \$15  
**Advertising:** Not reported  
**Description:** Spanish language newspaper

8.     **Name:** *Weekly Planet* \*\*

**Frequency:** Weekly (Wed.)  
**Published:** Tampa, Florida  
**Circulated:** Tampa, St. Petersburg, Clearwater  
**Circulation:** 90,000  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Self-described alternative newspaper of the Tampa Bay area

^ *Targeted to special ethnic, religious, demographic, or other groups.*

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).

9.     **Name:** *Weekly Planet*\*\*

**Frequency:** Weekly (Wed.)

**Published:** Sarasota, Florida

**Circulated:** Sarasota and Bradenton, Florida

**Circulation:** 19,000

**Subscription Rates:** Free

**Advertising:** Accepts advertising

**Description:** Self-described alternative newspaper of Sarasota

<sup>^</sup> *Targeted to special ethnic, religious, demographic, or other groups.*

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).

## TAMPA-ST. PETERSBURG DMA (2002)

### **Shopper Publications**

1. **Name:** *Bradenton Shopping Guide* +/\*

**Frequency:** Weekly (Wed.)  
**Published:** Bradenton, Florida  
**Circulated:** Bradenton, Florida  
**Circulation:** Non-paid – 63,960  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopper (tabloid)

2. **Name:** *Hernando Shopper* +

**Frequency:** Weekly (Wed.)  
**Published:** Brookville, Florida  
**Circulated:** Hernando County, Florida (Brookville)  
**Circulation:** 29,000  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopper

3. **Name:** *Sebring Shopping Guide* +/\*

**Frequency:** Weekly (Wed.)  
**Published:** Sebring, Florida  
**Circulated:** Highlands County, Florida (Sebring)  
**Circulation:** Non-paid 18,687  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopper

4. **Name:** *Lake Wales Shopper* +/\*

**Frequency:** Weekly (Wed.)  
**Published:** Lake Wales, Florida  
**Circulated:** Lake Wales, Florida  
**Circulation:** 16,000  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopper

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).



5. **Name:** *North Lakeland Shopper* \*

**Frequency:** Weekly (Wed.)  
**Published:** Winter Haven, Florida  
**Circulated:** Winter Haven, Florida  
**Circulation:** Combined 28,339  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopping guide (tabloid)

6. **Name:** *South Lakeland Shopper* \*

**Frequency:** Weekly (Wed.)  
**Published:** Winter Haven, Florida  
**Circulated:** Winter Haven, Florida  
**Circulation:** Free – 28,152  
**Subscription Rates:** Free  
**Advertising:** Color advertising accepted  
**Description:** Shopping guide (tabloid)

7. **Name:** *Winter Haven Shopper* \*

**Frequency:** Weekly (Wed.)  
**Published:** Winter Haven, Florida  
**Circulated:** Winter Haven, Florida  
**Circulation:** Free – 33,000  
**Subscription Rates:** Free  
**Advertising:** Color advertising accepted  
**Description:** Shopper

8. **Name:** *Pasco Shopper* +/\*

**Frequency:** Weekly (Wed.)  
**Published:** Dade City, Florida  
**Circulated:** Pasco County, Florida (Port Richey, Drexell, Dade City, Zephyllis)  
**Circulation:** 223,167  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopper  
**Misc.:** Available in alternate format - CDROM

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).

9. **Name:** *Plant City Shopper* +/\*

**Frequency:** Weekly (Wed.)  
**Published:** Plant City, Florida  
**Circulated:** Plant City, Florida  
**Circulation:** 26,800  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopper

10. **Name:** *Advertiser of Polk County* +

**Frequency:** Weekly (Wed.)  
**Published:** Winter Haven, Florida  
**Circulated:** Polk County, Florida (Fort Meade, Frostproof, Lake Wales, Lakeland, Winter Haven)  
**Circulation:** 33,497  
**Subscription Rates:** Free  
**Advertising:** Advertising accepted  
**Description:** Shopper

11. **Name:** *The Flyer* +/\*

**Frequency:** Weekly (Wed.)  
**Published:** Tampa, Florida  
**Circulated - Circulation:** Figures available for various towns within the DMA. Circulation ranges between 12,921 to 17,980 per town.  
**Circulation:** 750,000  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Shopper

12. **Name:** *The Advertiser* \*

**Frequency:** Semiweekly (Wed. and Sat.)  
**Published:** Venice, Florida  
**Circulated:** Venice, Florida  
**Circulation:** 131,900  
**Subscription Rates:** Free  
**Advertisements:** Advertising accepted  
**Description:** Shopper

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).

13. **Name:** *Venice Weekly*<sup>1</sup> \*

**Frequency:** Weekly (Wed.)  
**Published:** Venice, Florida  
**Circulated:** Venice, Florida  
**Circulation:** Non-paid – 9,349  
**Subscription Rates:** Free  
**Advertising:** Advertising accepted  
**Description:** Shopper

14. **Name:** *Bartow Shopper*<sup>1</sup> \*

**Frequency:** Weekly (Wed.)  
**Published:** Winter Haven, Florida  
**Circulated:** Polk County, Florida  
**Circulation:** Combined – 6,671  
**Subscription Rates:** Free  
**Advertising:** Color advertising accepted  
**Description:** Shopper

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<sup>1</sup> Information provided by Media General.

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).

## **TAMPA-ST. PETERSBURG DMA (2002)**

### **College & University Newspapers**

**1. Name:** *Hawkeye* \*

**Frequency:** Monthly  
**Published:** Tampa, Florida  
**Circulated:** Hillsborough Community College, Tampa, Florida  
**Circulation:** Free 5,000  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Collegiate newspaper  
**Web Site:** <http://www.hcc.cc.fl.us>

**2. Name:** *The Oracle* \*

**Frequency:** Daily  
**Published:** Tampa, Florida  
**Circulated:** University of South Florida, Tampa, Florida  
**Circulation:** Paid – 150; Free – 16,850  
**Subscription Rates:** \$10.95; \$15 individuals semester; \$10 individuals summer  
**Advertising:** Accepts advertising  
**Description:** Collegiate newspaper  
**Misc.:** Available on CD-ROM

**3. Name:** *The Wooden Horse* \*

**Frequency:** Monthly  
**Published:** St. Petersburg, Florida  
**Circulated:** St. Petersburg Junior College, St. Petersburg, Florida  
**Circulation:** Free 6,000  
**Subscription Rates:** Free  
**Advertising:** Accepts advertising  
**Description:** Collegiate newspaper

**4. Name:** *The Southern* \*

**Frequency:** Biweekly  
**Published:** Lakeland, Florida  
**Circulated:** Florida Southern College, Lakeland, Florida  
**Circulation:** Free - 2,500  
**Subscription Rates:** \$5 individuals  
**Advertising:** Accepts advertising  
**Description:** Collegiate newspaper

\* Gale Directory of Publications and Broadcasting 2002.

+ Editor & Publisher 2001.

\*\* Information obtained from [www.aan.org](http://www.aan.org).

## TAMPA-ST. PETERSBURG DMA (2002)

### **Magazines \***

1. **Name:** *Tampa Bay Magazine*

**Frequency:** Bimonthly  
**Published:** Clearwater, Florida  
**Circulated:** Tampa, Florida  
**Circulation:** Paid – 17,371; Controlled 15,200  
**Subscription Rates:** \$12; \$3.95 single issue  
**Advertising:** Accepts advertising  
**Description:** Examines lifestyle of Tampa Bay

2. **Name:** *Maddux Report*

**Frequency:** Monthly  
**Published:** St. Petersburg, Florida  
**Circulated:** Tampa Bay region  
**Circulation:** Paid – 1,040; Controlled – 13,180  
**Subscription Rates:** Free to qualified subscribers; \$45 institutions; \$4.95 single issue  
**Advertisements:** Accepts advertisements  
**Description:** Business and real estate magazine for the seven county Tampa Bay region.

3. **Name:** *Sarasota Magazine*

**Frequency:** Monthly  
**Published:** Sarasota, Florida  
**Circulated:** Sarasota and Manatee County  
**Circulation:** Combined 13,000  
**Subscription Rates:** \$18.00 individuals  
**Advertisements:** Accepts advertising  
**Description:** Business publication covering Sarasota and Manatee County inserted into monthly city magazine

4. **Name:** *Sarasota Weekly*

**Frequency:** Weekly (Wed.)  
**Published:** Longboat Key, Florida (Published outside DMA)  
**Circulated:** Sarasota, Florida  
**Circulation:** 46,224  
**Subscription Rates:** Free  
**Advertisements:** Advertising accepted  
**Description:** News and entertainment magazine

\*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries appear to have articles focused on the DMA and are published in the DMA except for entry number four.

5.     **Name:** *SEE Sarasota, Bradenton, Venice & Gulf Coast Islands Magazine*

**Frequency:** Annual

**Published:** Sarasota, Florida

**Circulated:** Sarasota, Bradenton, Venice & the Gulf Coast Islands

**Circulation:** Non-paid 500,000

**Subscription Rates:** Free

**Advertisements:** Advertising accepted

**Description:** Consumer travel guide

**Web Site:** <http://www.see-florida.com>

\*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries appear to have articles focused on the DMA and are published in the DMA except for entry number four.

## **TAMPA-ST. PETERSBURG DMA (2002)**

### **Magazines Circulated Statewide \***

**1. Name:** *The Gazette*

**Frequency:** Monthly  
**Published:** Brandon, Florida  
**Circulated:** Statewide  
**Circulation:** Paid – 53,000  
**Subscription Rates:** \$24 individuals  
**Advertising:** Accepts advertising  
**Description:** Florida's gay and lesbian consumer magazine

**2. Name:** *Florida Trend*

**Frequency:** Monthly  
**Published:** St. Petersburg, Florida  
**Circulated:** Statewide  
**Circulation:** Paid – 50,000; Non-paid – 10,371  
**Subscription Rates:** \$29.95 individuals; \$3.95 single issue  
**Advertisements:** Accepts advertising  
**Description:** Examines Florida business  
**Web Site:** <http://www.floridatrend.com>

**3. Name:** *Florida Living Magazine*

**Frequency:** Monthly  
**Published:** Lakeland, Florida  
**Circulated:** Statewide  
**Circulation:** Paid – 201,189; Non-paid – 5,284  
**Subscription Rates:** \$21.95 individuals; \$31.95 other countries  
**Advertisements:** Accepts advertising  
**Description:** Statewide lifestyle magazine  
**Web Site:** <http://www.floridamagazine.com>

**4. News:** *SEE Emerald Coast*

**Frequency:** Quarterly 3/year  
**Published:** Sarasota, Florida (Published inside DMA, but distributed outside DMA)  
**Circulated:** Emerald Coast  
**Circulation:** 545,000  
**Subscription Rates:** Single issue free  
**Advertisements:** Advertising accepted  
**Description:** Consumer magazine covering local visitor information and travel  
**Web Site:** <http://www.see-florida.com>; <http://www/see-emeraldcoast.com>

\*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries are published in the DMA but from the description seem to include articles of interest statewide.

5.     **News:** *See Florida Keys*

**Frequency:** Semiannual

**Published:** Sarasota, Florida (Published inside DMA, but distributed outside DMA)

**Circulated:** Florida Keys

**Circulation:** 600,000

**Subscription Rates:** Free

**Advertisements:** Advertising accepted

**Description:** Tourist magazine for the Florida keys

\*All magazines entries are from the *Gale Directory of Publications and Broadcast Media 2002*. All entries are published in the DMA but from the description seem to include articles of interest statewide.



**MMDS/MDS Systems in Tampa – St. Petersburg DMA (2002)**

1.       **Call Letters:**                   WMI397  
          **Licensee:**                BellSouth Wireless Cable, Inc.  
          **Transmitter Location:**   Lakeland, FL  
          **Service:**                MDS  
          **FCC Status:**            Licensed  
          **Status:**                Rolled into BellSouth Entertainment. Channel list  
  received from website.  
          **Program Guide:**        Attached.
2.       **Call Letters:**                   WMI397-H01  
          **Licensee:**                BellSouth Wireless Cable, Inc.  
          **Transmitter Location:**   Lakeland, FL  
          **Service:**                MDS  
          **FCC Status:**            Conditional  
          **Status:**                Rolled into BellSouth Entertainment. Channel list  
  received from website.  
          **Program Guide:**        Attached.
3.       **Call Letters:**                   WMI397-H01  
          **Licensee:**                BellSouth Wireless Cable, Inc.  
          **Transmitter Location:**   Frostproof, FL  
          **Service:**                MDS  
          **FCC Status:**            Conditional  
          **Status:**                Rolled into BellSouth Entertainment. Channel list  
  received from website.  
          **Program Guide:**        Attached.
4.       **Call Letters:**                   WMI401  
          **Licensee:**                BellSouth Wireless Cable, Inc.  
          **Transmitter Location:**   Lakeland, FL  
          **Service:**                MDS  
          **FCC Status:**            Licensed  
          **Status:**                Rolled into BellSouth Entertainment. Channel list  
  received from website.  
          **Program Guide:**        Attached.
5.       **Call Letters:**                   WMY472  
          **Licensee:**                BellSouth Wireless Cable, Inc.  
          **Transmitter Location:**   Lakeland, FL  
          **Service:**                MDS  
          **FCC Status:**            Licensed  
          **Status:**                Rolled into BellSouth Entertainment. Channel list  
  received from website.  
          **Program Guide:**        Attached.

*Source: 2001 Cable & TV Factbook; FCC MDS/ITSF Database; Telephone requests, as necessary, of system operators*

6.           **Call Letters:**                   WOF43  
              **Licensee:**                   Hillsborough County, FL  
              **Transmitter Location:**   Hillsborough County, FL  
              **Service:**                   MDS  
              **FCC Status:**               Licensed  
              **Status:**                   Government channel provided via MDS frequencies  
   to residents who lack cable.  
              **Program Guide:**           Attached.
7.           **Call Letters:**                   WHJ947  
              **Licensee:**                   Via/Net Companies  
              **Transmitter Location:**   Oldsmar, FL  
              **Service:**                   MDS  
              **FCC Status:**               Licensed  
              **Status:**                   Leased to Sprint. No video service being provided,  
   only high speed data services.  
              **Program Guide:**           N/A
8.           **Call Letters:**                   KNSC363  
              **Licensee:**                   Pacific Telesis Southern Wireless  
              **Transmitter Location:**   Oldsmar, FL  
              **Service:**                   MDS  
              **FCC Status:**               Licensed  
              **Status:**                   No video service being provided.  
              **Program Guide:**           N/A
9.           **Call Letters:**                   WHK925  
              **Licensee:**                   Lakeland BDC-MMDS Co.  
              **Transmitter Location:**   Lakeland, FL  
              **Service:**                   MDS  
              **FCC Status:**               Licensed  
              **Status:**                   Leased to Bell South. No video service being  
   provided.  
              **Program Guide:**           N/A
10.          **Call Letters:**                   WHK958  
              **Licensee:**                   Delta Band Services, Ltd.  
              **Transmitter Location:**   Lakeland, FL  
              **Service:**                   MDS  
              **FCC Status:**               Licensed  
              **Status:**                   Unknown.  
              **Program Guide:**           N/A

*Source: 2001 Cable & TV Factbook; FCC MDS/ITSF Database; Telephone requests, as necessary, of system operators*

11.       **Call Letters:**               WHT699  
          **Licensee:**               Mars Communications, Inc.  
          **Transmitter Location:**   Oldsmar, FL  
          **Service:**               MDS  
          **FCC Status:**           Licensed  
          **Status:**               Leased to Bell South. No video service being provided.  
          **Program Guide:**       N/A
12.       **Call Letters:**               WHT700  
          **Licensee:**               Sprint (Bay Area) Inc.  
          **Transmitter Location:**   Oldsmar, FL  
          **Service:**               MDS  
          **FCC Status:**           Licensed  
          **Status:**               Customer service reports no video service being provided, only high speed data services.  
          **Program Guide:**       N/A
13.       **Call Letters:**               WNEY710  
          **Licensee:**               Wireless Cable International, Inc.  
          **Transmitter Location:**   Oldsmar, FL  
          **Service:**               MDS  
          **FCC Status:**           Licensed  
          **Status:**               Leased to Sprint. No video service being provided, only high speed data services.  
          **Program Guide:**       N/A
14.       **Call Letters:**               WNTB227  
          **Licensee:**               Quadrangle Communications Inc.  
          **Transmitter Location:**   Oldsmar, FL  
          **Service:**               MDS  
          **FCC Status:**           Licensed  
          **Status:**               Leased to Sprint. No video service being provided, only high speed data services.  
          **Program Guide:**       N/A

*Source: 2001 Cable & TV Factbook; FCC MDS/ITSF Database; Telephone requests, as necessary, of system operators*